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## BIB DATA SHEET

CONFIRMATION NO. 2681

<b>SERIAL NUMBER</b> 10/790,892	<b>FILING or 371(c) DATE</b> 03/02/2004 <b>RULE</b>	<b>CLASS</b> 705	<b>GROUP ART UNIT</b> 3622	<b>ATTORNEY DOCKET NO.</b> 10005.001710
<b>APPLICANTS</b> Jeffrey A. McFadden, Hillsborough, CA; Scott G. Eagle, Menlo Park, CA; David L. Goulden, Redwood City, CA; Anthony G. Martin, Los Altos, CA;				
<b>** CONTINUING DATA *****</b> This appln claims benefit of 60/512,607 10/17/2003 <i>MB</i>				
<b>** FOREIGN APPLICATIONS *****</b>				
<b>** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** SMALL ENTITY **</b> 05/22/2004				
Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Verified and Acknowledged <i>Namrata Borgia</i> Examiner's Signature	<input type="checkbox"/> Met after Allowance Initials	<b>STATE OR COUNTRY</b> CA	<b>SHEETS DRAWINGS</b> 4	<b>TOTAL CLAIMS</b> 22
<b>INDEPENDENT CLAIMS</b> 4				
<b>ADDRESS</b> OKAMOTO & BENEDICTO, LLP P.O. BOX 641330 SAN JOSE, CA 95164 UNITED STATES				
<b>TITLE</b> Optimization of advertising campaigns on computer networks				
<b>FILING FEE RECEIVED</b> 446	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	